



**CITY OF HENDERSONVILLE  
DOWNTOWN ECONOMIC VITALITY TEAM**

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
28792



**Tuesday, January 02, 2024 – 4:00 PM**

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## **AGENDA**

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
  - A. December 2023 Economic Vitality Minutes
- 3. OLD BUSINESS**
  - A. Economic Vitality Team Workplan Brainstorm
- 4. OTHER BUSINESS**
- 5. ADJOURNMENT**

*The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.*



**CITY OF HENDERSONVILLE**  
**DOWNTOWN ECONOMIC VITALITY TEAM**

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Tuesday, December 05, 2023 – 4:00 PM

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## MINUTES

**CALL TO ORDER** – Nancy, Daniel, Jerry, John, Aaron, Caroline, Jamie

**APPROVAL OF MINUTES** - November 2023 Economic Vitality Minutes approved.

### NEW BUSINESS

1. Downtown Ordinance – Obstructions. We had a request from a business that had been told they could sell their products in front of a business with their permission. The committee reviewed the ordinance and concluded that they were not in favor of allowing a business to have a point of sale in the right of way, that the space in front of a business should be used for display of their products only, however would like to look into the Apple Festival and events in general and what we will or will not allow for businesses when there are events taking place.

### OTHER BUSINESS

### ADJOURNMENT

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2024

Downtown Workplan

**Economic Vitality Team – Meets 1<sup>st</sup> Tuesday at 4pm**

Members: Caroline Gunther, Jerry Fitzgerald, Mark Pavao, Ben Smith, Daniel Carey, Carol Sitzer

New members: Nancy Neikirk, Aaron Adams

**2024-2025 ECONOMIC VITALITY goals**

1. PARKING LAUNCH

- ~~a. Education/training on parking – January/February~~
  - ~~i. Radio, distribution to businesses, press release, etc about parking changes, including how to on parkmobile and kiosks~~
  - ~~ii. Signage distributed to downtown business about parking~~
- b. Evaluate year in parking – Multiple updates occurred in summer, next evaluation in April – June
- c. Promotion of parkmobile codes for off season (January – April) – In Progress to be distributed to water customers and social media

2. Complete Downtown Master Plan – this will take place throughout 2023 and 2024

- a. Zoning/planning input
- b. Economic development initiatives

3. Continue to build program for Downtown Hendersonville Opportunity Fund

- a. Survey attendees at networking lunches to determine what date/time is useful (January 2024)
- b. Open Incubator Space at 125 5<sup>th</sup> Avenue W
  - a. Finalize lease

2024

### Downtown Workplan

- b. Furniture updates
- c. Stair Lift
- c. Utilize Placer.ai data to continue to provide business insights and individual one on one resources.
  - a. 2023 Numbers:
    - a. Data provided for 4 current downtown businesses (individual meetings with 2)
    - b. Potential business meetings – Met with 4 startup businesses looking for locations downtown (one opened – Claywood – referral from Foundations class)
    - d. Large vacant buildings / property owners - ???

### 4. Support downtown service industry and downtown employee retention/ benefits

- a. Education –
  - i. Plan for and offer at least 1 training aimed to downtown employees – twice per year – start with May - Caroline, Jerry, Daniel (Julie / TDA)
    - 1. Hendo 101 – approach TDA about partnering to do a downtown version of the FAM tours – incentivize attendance by giving each attendee downtown dollars
      - a. Start here – summary/overview
      - b. Do walking tour of downtown
      - c. End at brewery with trivia
      - d. Everyone who participates from start to finish could get a beer ticket

NOTE - we were unable to do the second training / tour in 2023.

- ii. Business Resource Manual – put together a guide (similar to the new business guide) that is used as a resource for current businesses and employees – include:
  - 1. Services available

2024

### Downtown Workplan

2. Parking info
  3. Downtown program info
  4. Odd history
  5. Building info too - qr code or link to website with more info
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5. Enhance "Ease of Use" for downtown with educational signage and news items related to downtown projects, upcoming events and announcements. ■